

## Message Text

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ACTION AF-06

INFO OCT-01 ISO-00 EB-07 /014 W  
----- 035643

R 121300Z MAR 76  
FM AMCONSUL JOHANNESBURG  
TO USDOC  
INFO SECSTATE WASHDC 4516  
AMCONSUL CAPE TOWN  
AMCONSUL DURBAN  
AMEMBASSY PRETORIA

UNCLAS JOHANNESBURG 0357

CAPE TOWN ALSO FOR EMBASSY

E.O.11652: N/A

TAGS: BEXP SF

SUBJECT: COMMERCIAL PROGRAM: PROPOSED NATIONAL MACHINE TOOL  
BUILDERS

ASSOCIATION (NMTBA) IOGA TRADE MISSION

REF: A) USDOC 03895 B) STATE 7941 C) JOHANNESBURG A-08

1. CONGEN HAS ALSO RECEIVED LETTER DATED FEBRUARY 24 FROM  
JESSE MAFFUID OF NMTBA IN GENERAL TERMS INFORMING OF CONTINUED  
INTEREST IN PROPOSALS REVIEWED IN REPAIR AND OUTLINING CONFLICTS  
BOTH IN TERMS OF DATES IN US FOR EVENTS AS WELL AS IN TYPE OF  
EVENT, I.E. PRIVATE TRADE MISSION AS CONTRASTED WITH PRIVATE  
EXHIBITION. WE HAVE NOT COMMENTED ON MAFFUID'S LETTER AND WOULD  
APPRECIATE YOUR PASSING OUR ACKNOWLEDGEMENT ALONG WITH FOLLOWING.

2. WE WOULD WELCOME PRIVATE MISSION PER REFTEL AND PARTICULARLY  
SINCE YOU SUGGEST NMTBA WILL SELECT A DIRECTOR FROM THE ASSOCIATION  
OR FROM THE PRIVATE BUSINESSMEN MEMBERS. THIS ESSENTIAL IN OUR  
OPINION IF WE ARE TO ASSIST ANY SUCH PROGRAM AND, MOREOVER, WE SEE  
SUCH DECISION TO BE WELL WITHIN THE CRAG FOR SOUTH AFRICA.

3. THERE ARE NO HOLIDAYS OR OTHER CONFLICTS WHICH WOULD  
ADVERSELY IMPACT ON OUR ABILITY TO ASSIST SUCH A "MISSION".

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RM WE UNDERSTAND THAT THE SOUTH AFRICAN MACHINE TOOL DEALERS ASSOCIATION (SAMTDA) HAS ALSO BEEN APPROACHED BY THE NMTBA REGARDING SUBJECT EVENT AND HAS, WE UNDERSTAND, REPLIED THAT THIS WOULD GIVE FAR TOO SHORT A LEAD TIME TO PLAN AN EVENT. FYI - IN CONVERSATIONS WITH SAMTDA, CONGEN HAS LEARNED THAT A COMMERCIAL EXHIBITION ORGANIZER HAS BOOKED MILNER PARK FAIR GROUNDS IN HOHANNESBURG FOR A MAVERICK MACHINE TOOL SHOW IN LATE 1977 AND THE SAMTDA HAS BOOKED SPACE AT THE FAIRGROUNDS FOR ITS INTERNATIONAL MACHINE TOOL SHOW IN FEBRUARY 1978 WHICH IT BELIEVES TO BE BETTER TIMING THAN LATER IN THE YEAR WHEN SOUTH AFRICAN FIRMS ARE JUST ABOUT TO CLOSE DOWN FOR THEIR MIDSUMMER VACATION.

5. THE WITWATERSRAND AGRICULTURAL SOCIETY, CONTROLLING BODY OF MILNER PARK FAIRGROUNDS STATES ITS FLOWER HALL SEMINAR ROOMS WILL BE AVAILABLE FROM JUNE 7 THROUGH 30 AS WELL AS THE FLOWER HALL ITSELF; HOWEVER, THE LARGER PAVILIONS LOOKED AT BY MAFFUID ARE NOT AVAILABLE. WE NOTE THAT FLOWER HALL ITSELF HAS SUSPENDED FLOORS WHICH WILL NOT TAKE GREAT STRESS AND IN THIS CONNECTION THAT MAFFUID AND YOURTEL REFERS TO "MISSION" AND NOT TO "EXHIBITION". WE HAVE ASCERTAINED THAT USIS SHAKESPEAR HOUSE IS ALSO AVAILABLE FOR MISSION'S USE DURING THIS PERIOD. AS YOU KNOW, WE STAGING HEALTH CARE CATALOG EXHIBITION MARCH 29 - APRIL 2 THERE. THIS HAS ADVANTAGE OF BEING IN CENTER OF CITY AND EASILY ACCESSIBLE TO BUSINESS COMMUNITY. OF COURSE, SHOULD THE NMTBA DESIRE A HOTEL BALLROOM/CONFERENCE ROOM OR OTHER PRESTIGIOUS (AND EXPENSIVE) LOCATION FOR ITS BIO, PLEASE LET US KNOW AND WE WILL IDENTIFY AVAILABLE SITES AND ESTIMATED COSTS.

6. AS YOU KNOW FROM PRETORIA 0747 IN RESPONSE TO STATE 33116 ON FY.77 TRADE PROMOTION SCHEDULE FOR AFRICA, METALWORKING AND FINISHING PRODUCT LITERATURE DISPLAY NOW FIRMED-UP FOR SOUTH AFRICA FOR NOVEMBER 1976. BELIEVE THIS SHOULD BE REVIEWED WITH MAFFUID AND NMTBA PRIOR TO CONFIRMING PROPOSED NMTBA TRADE MISSION. IT MAY WELL BE, OF COURSE, THAT SUCH A MISSION COULD SET THE GROUNDWORK FOR THE PRODUCT LITERATURE DISPLAY IN TERMS OF A MORE PRECISE RANGE OF EQUIPMENT TO BE DISPLAYED ON THE BASIS OF COMMERCE PROCUREMENT AND ORIENTATION OF THE INDUSTRY EXPERT TO BE RECRUITED FOR THE PRODUCT LITERATURE DISPLAY BY COMMERCE.

GUTHRIE

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